



UNIVERSITY  
OF WOLLONGONG  
AUSTRALIA

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## MEME 2012: Introduction and Table of Contents

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## MEME 2012: Introduction and Table of Contents

### **Abstract**

Cover pages, table of contents and editorial introduction to Middle East Media Educator, Issue 2, August 2012.

## FILE 230: CHAOS

CLIENT ARCHIVES 2011

**COMPANY:** MIDRANGE TRANSGEARS INC  
**TASK:** STAKEHOLDER'S GALA  
**DATE:** 4 DAYS TO EVENT

Amina, where's the creative?  
I already emailed it to David  
Call him in  
He's at the procurement meeting  
Then have Ravi download the file  
He doesn't have the software  
Get Nisha to do it  
She's meeting suppliers  
Is the event agenda ready?  
Lorna's supposed to do that  
How about press coverage?  
We haven't called the media yet  
And the event branding?  
Actually... the logo is a tad off colour  
Didn't Luciano supervise it?  
Abdullah has the brand guidelines  
Why is everything so last minute?  
Because John's is in Muscat, Mahra is in training and Georgina is...  
Call BrandMoxie!  
Huh?  
GET ME BRANDMOXIE NOW!!

**BrandMoxie**  
When the proverbial hits the fan

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UNIVERSITY OF  
WOLLONGONG  
IN DUBAI



One of the first decisions I had to make when I arrived at the University of Wollongong in Dubai (UOWD) early in 2012 was whether to go ahead immediately with the new master's program in Media and Communications. The decision was to go ahead, we began the program in February 2012, and we are committed to growing and developing it this year, next year, and into the future.

The need for postgraduate education in media and communications is clear when we consider the development of media and media industries in Dubai at Media City, in Abu Dhabi at twofour54, in Sharjah and other emirates, and in the region . We will prepare students to work in these industries; we will provide people already working in media industries with the theoretical background and international context that can lead to career advancement.

Even before MMC started officially, we published a journal called **Middle East Media Educator** in August 2011. We made it available to everyone for free on our website. Now I am happy to welcome the second issue of **Middle East Media Educator** or **MEME**, once again published by UOWD and available on our website for free download.

**MEME** links us with our parent institution, the University of Wollongong in Australia, where a similar journal focusing on Asia Pacific media education has been produced since 1996. Both journals try "to bridge the gap" between the people who produce media or work in media-related industries and the academics who prepare the media professionals of tomorrow.

We hope that **MEME** will contribute to a continuing dialogue between media practitioners in the UAE and beyond, our faculty, and our students.

**Professor Ghassan Aouad**  
**President**  
**University of Wollongong in Dubai**